

Project report on
“ A STUDY ON EXPORT ANALYSIS OF INDIAN TOBBACO COMPANY LTD, BANGALURU”

Submitted By

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

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March 24, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify Ms Arpitha K from Alva's Institute of Engineering & Technology bearing Reg.No. 4LV16MBA05 has done an organisational study on "Export Analysis" at ITC Limited, Bengaluru Factory from 16th January, 2018 to 24th March, 2018.

She has done this study under the guidance of Mr Harikumar Mahadevan of Commercial Department.

She has completed this study to the satisfaction of all concerned.

We wish her all the best in her future endeavours.

ITC LIMITED

HUMAN RESOURCES MANAGER

HUMAN RESOURCES MANAGER
ITC LIMITED
MEENAKUNTE VILLAGE, JALA HOBOLI,
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21 -May-2018

CERTIFICATE

It is hereby certified that **Ms. ARPITHA K** bearing **USN: 4LV16MBA05** is a bonafide student of the Master of Business Administration course of the Institute (2016-18), affiliated to Visvesvaraya Technological University, Belgaum.

The project report on the topic "**A STUDY ON EXPORT ANALYSIS OF ITC COMPANY LIMITED**" is prepared by her under the guidance of **Dharmananda M**, Assistant Professor, Department of MBA, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration under Visvesvaraya Technological University, Belgaum, Karnataka.

Aharant
25/05/18
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DECLARATION

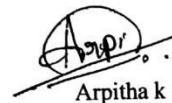
I hereby declared that work presented in this project report entitled "Export analysis of ITC company Ltd" based on the independent study conducted by me under the guidance of Assistant Professor Darmananda M, Alva's' Institute of Engineering & Technology, Mijar, Moodbidri.

I am submitting this project report to Visvesvaraya Technological University, Belgaum as the partially fulfilment of requirement for the award of MBA Degree.

I also declare that, this project report or part of it has not been previously submitted for the award of any other degree, diploma, associate ship, fellowship or other similar title.

Date: 22-05-2018

Place:mijar



Arpitha k

4LV16MBA05

Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Prof. Dharmanand M** Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr.Srinivas Rai , HR Manager and Mr. Hari Kumar , Export Manager of ITC Company Ltd** and other staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

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Place: Mijar

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EXECUTIVE SUMMARY

ITC LTD, is a company whose headquarters is in Kolkata, West Bengal. Its expanded business includes 5 divisions those are Fast Moving Consumer Goods (FMCG), Hotels, Paperboards & Packaging, Agri Business and Information Technology.

Manufacturing sector is the support of an expensive which good things in growth, efficiency, service.

This project deliberates about the Analysis of Exports at ITD Division, ITC Ltd Bangalore factory, ITC LTD. This analysis involves the involvement of exports of Bangalore factory on total sales analysis of exports year on year base and analysis of export motivation schemes. The project learning too covers the analysis on the financial position of ITC LTD.

Since the export analysis of the manufacturing industry we establish that the total exports the factory uses import produces for the manufacture of exports .

Present day are around 1.1 billion smokers are here in the world. So the advices is remained specified, to export to European and African countries others than Middle East and United States of America which in opportunity also expands the safety.